

9 Nov 2010

**PQS QUALIFICATION SHEET****LEADS Production Team  
Advertising Coordinator (ADCO) Module**

<b>Name of Trainee</b>	<b>Qualification Start Date</b>	<b>Date Qualified for ADCO</b>

<b>PQS Standard</b>	<b>Trainee (Signature)</b>	<b>PQS Qualifier (Signature)</b>	<b>Date</b>
1. NALTS/CIRIMS Operations			
2. Newspaper/Other Media Advertising Operations			
3. Direct Mail Operations			
4. Training			
5. Record of Qualification			

	Discuss/ Initial			Demonstrate/ Initial			Remedial/ Re-qualify		
	T R A I N E E	T R A I N E R	D A T E	T R A I N E E	T R A I N E R	D A T E	T R A I N E R	T R A I N E R	D A T E
<b>1. NALTS/CIRIMS Operations</b>									
a. Explain what the five main modules consist of in the NALTS system.									
b. Explain the function of each of the five modules and related sub-sections.									
c. Demonstrate the use of creating, adding, deleting and updating an Ad Plan.									
d. Explain how an annual Ad Plan is created in NALTS and the major components.									
e. Describe and/or demonstrate how to add a Direct Mail or Ad Media Detail.									
f. Describe and/or demonstrate how to add/update vendors.									
g. Define what a DEC is and what it is used for.									
h. Identify and explain your current FY advertising and postal budgets and how it's related to ad planning.									
i. Demonstrate how to run and analyze standard NALTS/CIRIMS end of month reports.									
j. Demonstrate the ability to analyze the NALTS projected vs actual expenditures and how it relates to the Ad Plan.									
k. Explain how the Local & National Contract Analysis Reports are used and how they relate to the Ad Plan.									
l. Identify NALTS user support and/or problem reporting procedures.									
<b>2. Newspaper/Other Media Advertising Operations</b>									
a. Explain the procedures for placing newspaper ads using the government purchase card and the accompanying documentation.									
b. Explain how to use the newspaper ADPACK, and how to track a new ad.									
c. Explain the coding for the newspaper ads on the phone watch "tick" sheets.									
d. Identify requirements concerning newspaper subscriptions.									

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	Discuss/ Initial			Demonstrate/ Initial			Remedial/ Re-qualify		
	T R A I N E E	T R A I N E R	D A T E	T R A I N E E	T R A I N E R	D A T E	T R A I N E R	T R A I N E R	D A T E
e. Demonstrate how to create and update the Advertising Evaluation File and identify "good, okay and bad" listing.									
f. Demonstrate the ability to analyze the Newspaper and Other Media Ad Evaluation Reports by Ad Code, Newspaper and Media.									
g. Explain procedures on how to reconcile government credit card invoices every month.									
h. Demonstrate the ability to create, update and maintain FASTDATA documents.									
i. Explain requirements concerning obtaining advertising versus purchase authority (NAVCRUIT 1535/1).									
j. Demonstrate/explain procedures for setting up newspaper contracts.									
<b>3. Direct Mail Operations</b>									
a. Explain name list purchase procedures.									
b. Identify standard name lists used to support major programs.									
c. Explain how name lists can be evaluated for effectiveness.									
d. Explain procedures used to order letters/mailers/flyers.									
e. Explain and/or demonstrate procedures for providing local name lists to the Ad Agency for all mail outs.									
f. Identify how the monthly direct mail schedule is created.									
g. Demonstrate the ability to analyze the Direct Mail Tracking Report by Letter Code.									
h. Demonstrate how to create and update the Direct Mail Evaluation file and identify "good, okay and bad" listing.									
<b>4. Training.</b> Complete Privacy Act 101 and 103.									

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**5. Record of Qualification:**

a. Recommended for PQS Qualification Board. Date: \_\_\_\_\_

I, \_\_\_\_\_, certify that

\_\_\_\_\_  
(Name/Rate/Qualifier Position)\_\_\_\_\_  
(Name/Rate)is ready for final qualification by a PQS Board for the position of  
Leads Production Team Advertising Coordinator (ADCO).

Qualifier's Signature \_\_\_\_\_

b. Qualification Board: Date: \_\_\_\_\_

We certify the examinee to be fully qualified for the position of LEADS  
Production Team Advertising Coordinator.\_\_\_\_\_  
Board President (Name/Rate/Position)\_\_\_\_\_  
(Signature)\_\_\_\_\_  
Board Member (Name/Rate/Position)\_\_\_\_\_  
(Signature)\_\_\_\_\_  
Board Member (Name/Rate/Position)\_\_\_\_\_  
(Signature)\_\_\_\_\_  
Board Member (Name/Rate/Position)\_\_\_\_\_  
(Signature)\_\_\_\_\_  
Board Member (Name/Rate/Position)\_\_\_\_\_  
(Signature)

c. Reviewed:

PQS Training Officer, NAVCRUITDIST \_\_\_\_\_

\_\_\_\_\_  
(Signature/Date)

d. Approved:

Commanding Officer, NAVCRUITDIST \_\_\_\_\_

\_\_\_\_\_  
(Signature/Date)

e. Service Record Entry (Page 4)

Chief Administrator, NAVCRUITDIST \_\_\_\_\_

\_\_\_\_\_  
(Signature/Date)You are hereby granted an extension of maximum allowable qualification  
time for the LQS Qualification Module of Leads Advertising Coordinator.  
Your new maximum qualification date is \_\_\_\_\_. (Attach a  
copy of extension request with justification).\_\_\_\_\_  
PQS Training OfficerCopy to:  
Member's Training Record